

Yunfei (Jesse) Yao

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CURRENT POSITION

The Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

Strategic considerations of AI/ML, privacy, search, information economics

PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

6. **Algorithmic Targeting and the Precision-Recall Trade-off** *Marketing Science*, forthcoming.
 Ganesh Iyer, Yunfei (Jesse) Yao, and Zemin (Zachary) Zhong^A
5. **Privacy and Polarization: An Inference-Based Framework** *Management Science*, forthcoming.
 Tommaso Bondi^A, Omid Rafieian^A, and Yunfei (Jesse) Yao
4. **Reputation for Privacy** *Marketing Science*, 2025, 44(5), 1145-1162.
 Yunfei (Jesse) Yao
3. **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, 2025, 44(5), 1188-1211.
 Z. Eddie Ning^A, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao
2. **Dynamic Persuasion and Strategic Search** *Management Science*, 2024, 70(10), 6778-6803.
 Yunfei (Jesse) Yao
1. **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021, 40(3), 428-458.
 J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

- **Non-stationary Pricing and Search**
 (with Wee Chaimanowong^P)
- **Strategic Disinformation Generation and Detection** Minor revision at *Management Science*
 (with Wenxiao Yang^P and Pengxiang Zhou^P)
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*
- **A Consumer Search Explanation for Hidden Fees**
 (with Samir Mamadehussene^A and Jingbo Wang^A)

TEACHING

- Instructor, Digital Marketing (MS), 2023 - present
Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)
2024: 5.9/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020
- Graduate Student Instructor, Marketing (UG), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

TALKS

2025 China India Insights Conference	2025
SICS – 23rd Summer Institute in Competitive Strategy	
14th Workshop on Search and Switching Costs (discussant)	
3rd Asia-Pacific Marketing Academy Conference	
NYU Shanghai Research Workshop	
Hong Kong Quant Marketing Brown Bag Series	
19th Annual Bass FORMS Conference (discussant)	
Berkeley Economics Theory Lunch	
SICS – 22nd Summer Institute in Competitive Strategy	2024
46th INFORMS Marketing Science Conference	
Hong Kong Quant Marketing Mini Conference	
Hong Kong Quant Marketing Brown Bag Series	
18th Annual Bass FORMS Conference	
CUHK and CUHK-SZ Joint Marketing Workshop	
ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i>)	2022
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	
Hong Kong University of Science and Technology	
The Chinese University of Hong Kong	
University of Illinois Urbana-Champaign	
University of California, Berkeley	

SERVICE

To the field:

Reviewer:

Management Science,

Marketing Science,

Journal of Marketing Research,

Production and Operations Management,

Review of Industrial Organization,

HICSS

To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

To the department:

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

ADVISING

- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer, placed at the University of Southern California (Ph.D.)
- Teng Yu, Independent Research supervisor